Sign Standards Manual

June.09

This manual contains an introduction to the FedEx Sign Program followed by the FedEx Express GSP sign standards.

Table Of Contents

Overview	3
Terms	4- 7
Registration	8
Paint Specifications	9
Vinyl Specifications	10
Maintenance	11
Sign Approval	12
Global Service Participant (GSP)	13- 24

Purpose

The FedEx brand is constantly working to build value with customers everyday. Signs are an excellent visual example of the brand at work.

The purpose of the FedEx Sign Standards Manual is to define guidelines that will aid users in the effective use of signs and ensure compliance with FedEx Brand Standards.

FedEx signs are designed for optimal viewing. Factors such as viewing distance, facility type, clearspace and placement all work together to correctly support the FedEx identity. This manual provides signing guidelines that will ensure consistency in presentation of the FedEx brand across all FedEx operating companies around the world.

Tools

Along with this manual FedEx Global Brand Management (Fedex GBM) provides other tools to assist in the identity and procurement of compliant facility signs.

Web Sites
www.fedex.com/signage

Electronic Media
FedEx Express Sign Quick Reference Guide
FedEx Office Signing Guidelines

Tips

Considerations for selecting your sign.
1. Box or cabinet signs are preferred for exteriors. Use channel letters only when codes require or on Hub locations.
2. Illuminated interior back wall signs are preferred to non-illuminated in customer locations.
3. In administrative offices, non-illuminated dimensional signs are preferred.

Long-Range Signs
Prominent signing demands extra attention to their selection and placement. It is important that they be compatible in scale with the architecture on which they are fixed and the neighborhood in which the facility is located. They should be legible but unobtrusive, plainly visible but not overwhelming, emphatic but not ostentatious.
Consider these factors: line of sight, traffic flow.

Middle-Range Signs
For many buildings, middle-range signs will be the major identification. These signs are perhaps the most widely used. Careful consideration must be given to insure the effectiveness and appropriateness of the signs.
Consider these factors: line of sight, traffic flow, scale, legibility, background.

Short-Range Signs
Primarily intended for pedestrian traffic, though usually small, their size does not diminish their importance. Frequently, short-range signs are the only identification of a facility that is seen by people passing or entering the building.
Consider these factors: line of sight, size, obstructions.

Definition of Terms

Signature Elements

Each Operating Company has its own identity defined by a unique color, used with the wordmark, and a word describing the service, descriptor. The arrangement of the wordmark and descriptor create an operating company's signature.

Preferred Signature

The preferred use of the elements is with the wordmark and descriptor stacked vertically.

Signs require different artwork than Print applications. Artwork for Signs and Print are not interchangeable.

Signatures for each Operating Company are shown in the appropriate section of the FedEx Sign Standards Manual.

Note that the "Express" descriptor is not used with signs.

Definition of Terms

Alternate Signature

When issues prevent the use of the preferred layout, a horizontal, alternate layout may be used.

The alternate use of the elements is with the wordmark and descriptor horizontally aligned

Signatures for each Operating Company are shown in the appropriate section of the FedEx Sign Standards Manual.

Note that FedEx Express does not have an alternate layout. The Express descriptor is not used with signage, a secondary layout is not needed.

Definition of Terms

Clear Space

Each sign signature is designed for optimal viewing. The empty "Clear Space" around the elements of the signature enhance the visibility of the signature.

X

"X" is the clearspace measurement for signs. It is defined as the width of the downstroke of the letter "F" in "FedEx".

Clear Space for each Operating Company is shown in the appropriate section of the FedEx Sign Standards Manual.

The Express descriptor is not used with signs.

For signs, clear space is measured to the baseline of the descriptor. This differs from Print artwork.

Definition Of Terms

Tagline
Typography element used in relationship with the FedEx Express Signature.

The World On Time.

Location Modifier
Typography element that specifies the function or offering of a facility.

World Service Center

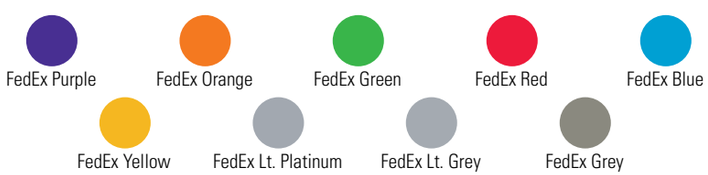
Participant Endorsement
Element used to identify FedEx Global Service Participant (GSP) partners.

Alpha Beta Courier
Licensee of Federal Express Corporation

Modifier Bar
An element of signing that designates location, function, service offering, or partner identity. The Modifier Bar is always FedEx purple with reversed type.

World Service Center

Colors
These custom colors have been developed to communicate the FedEx identity.



Refer to pages 9 and 10 in this manual for the correct paint and vinyl match.

Typography
Typographical artwork has been created based on the Univers 45 typeface. For circumstances such as custom signs, when artwork has not been developed, the Univers 45 typeface can be used.

abcdefghijklmnopqrstuvwxyz 123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Under special circumstances, Univers 55 and Univers 65 may be used. Approval must first be obtained from FedEx GBM. Contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

Registration

The registration mark is a legal element of the logo. In the US a ® is used for the signature of all Operating Companies.

To determine registration for Fedex Express in other countries, review the individual sections for Express or GSP. For further assistance regarding registration contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

The World On Time.

World Service Center

Preferred Signatures

In the US, "®" measuring .375" should be placed .375" (9.52mm) to the right of the "x" and aligned with the base of the "x".

Alternate Signatures

In the US, "®" measuring .375" should be placed .375" (9.52mm) to the right of the descriptor and aligned with the bottom of the descriptor.

Channel letters

In the US, "®" measuring .375" should be placed at half of its diameter above the baseline of the "x, and half of its diameter to the left of the edge of the "x".

Specifications

Paint Approval

All paints listed on this specification sheet have been approved by FedEx Global Brand Management. Any paint or manufacturer not listed below has not undergone the certification process and are therefore not approved and cannot be used. These certified paints apply to all uses regarding signs, dropboxes and fleet. They DO NOT APPLY to aircraft. For further information contact Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

	FedEx White	FedEx Gray
Dupont Standox brand	P7241-HP FedEx White DuPont P7241-HP FedEx White	P9082-HP FedEx Gray DuPont P9082-HP FedEx Gray
Sherwin-Williams Martin Senour brand	#65199 FedEx White GC-65469-A #65199 FedEx White GC-65469-A	
PPG	PPG #901491 FedEx Decal White	PPG #901846 FedEx Gray
Akzo Nobel Sikkens Brand U-Tech Brand	 FLINT 4016 FedEx White #3708T FedEx White	 FLINT 7019 FedEx Gray #3810 FedEx Gray
Strathmore Paints	W51-0101 Polyurethane White	E51-0117 Polyurethane Gray
Blatz	#50-W-007 ProTite VR-FEG White	#50-A-017 Protite VR-FEG Gray
Champion Coating	#671 FedEx White	#671-3061 FedEx Gray
Valspar	#KAWF091 FedEx White	#KAA0123 FedEx Gray
BASF	#33024 FedEx White	#33025 FedEx Gray
Seymour of Sycamore Barnes Distribution	 BD1260 FedEx White	
Sheboygan Paint Co.	#43-1838 FedEx White	#43-31466 FedEx Gray

	Additional FedEx Paint Colors
Dupont	FedEx Freight Red P7240-HP FedEx Custom Critical Blue P2448-HR FedEx Ground Green GS228-HR FedEx Purple P2398-HR FedEx Express Orange P2397-HR
Mathews	FedEx Platinum MP18091

Specifications

Vinyl Approval

All vinyls listed on this specification sheet have been approved by FedEx Global Brand Management. All approved vinyl is manufactured by **3M**, vinyl from another manufacturer cannot be used. These certified vinyls apply to all uses regarding signs, dropboxes and fleet. For further information contact Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

All OpCos FedEx Purple	VC8263 Purple 2 mil Controltac Opaque 48"/60" VQ7993 HG Purple 2 mil Scotchcal Trans 48" VDN12591 Purple Dual Color 48 inch x 150 foot rolls (color-in) DN00068 Purple Dual Color 48 inch x 120 inch sheets
All OpCos FedEx White	VC9432 White 2 mil Controltac Opaque 48"/60" ZB0006 White Reflective 6 mil Scotchlite Opaque Multiple widths
All OpCos FedEx Grey	VS3847 Grey 2 mil Scotchcal Opaque 48" 6232 Gray Reflective 6 mil Scotchlite Opaque 48"
All OpCos FedEx Black	ZB0008 Black Reflective 6 mil Scotchlite Opaque Multiple widths (680-85) ZA0029 Black Reflective 6 mil Scotchlite Opaque 36"/48" (680CR-85) VCCV10969 Black 2 mil Controltac Comply (3690C-12)
Express FedEx Orange	VC8237 Orange 2 mil Controltac Opaque 48"/60" 680-14 Orange Reflective 6 mil Scotchlite Opaque 48" VQ7994 HG Orange 2 mil Scotchcal Trans 48"
Ground FedEx Green	VC9203 Green 2 mil Controltac Opaque 48" VQ9279 HG Green 2 mil Scotchcal Trans 48"
Freight FedEx Red	VZ5063 Tomato Red 2 mil Controltac Opaque 36"/48"/60" VQV11015 Red 2 mil Scotchcal Trans 48" (VQ7255)
Custom Critical *Fedex Kinko's FedEx Blue	VC9204 Blue 2 mil Controltac Opaque 48" VQ9280 HG Blue 2 mil Scotchcal Trans 48"
Trade Networks FedEx Yellow	3632-125 Yellow 2 mil Scotchcal Trans 48"
Corporate FedEx Platinum	VC5755 Platinum 2 mil Controltac Opaque (color reference 180-120) VQ7992 2 mil Scotchcal Trans

FedEx Kinko's sign quidelines are a separate manual.
(FedEx Kinko's Signing Guidelines)

Maintenance

Signs are at work 24 hours a day, all year long, through all types of weather to promote the FedEx brand. To best represent the company these signs must be clean and well maintained. Should any issues develop, take action immediately.

Background

Typical life of a sign is between 5-7 years (depending on climate and standard maintenance practices). Failures will typically begin to surface after this time.

Primary causes of sign failure include lack of maintenance to the sign or poor construction of the sign. For example, one lamp not burning for an extended period of time can overload the ballast shortening the life of that part.

Signs should be cleaned at least once a year to assist in having fewer failures.

What to look for to determine if sign needs to be replaced.

Age of the sign

Signs 5+ years old may be best to replace rather than repair.

Paint condition and paint cleanliness

Look for peeling, cracking or fading.

Condition of Vinyl

Look for peeling, bubbling, fading, cracking or brittle vinyl.

Improper illumination

Lamp outages or neon outages could be simple light outages or a sign that something is wrong electrically with the sign.

Sign structure

Look for sign face damage, cracking, or missing portions of the face. Sign should be securely attached to the building.

Fasteners

Screws, rivets, hinges should all be working properly. Check for rust on these parts.

Sign Approval

All FedEx signs must display a consistent look. Compliant signs properly address the following key elements:

- Artwork- signature, word mark, descriptor
- Clear space
- Materials- vinyl, paint
- Placement and Sizing
- Condition and Maintenance

For questions regarding sign selection, placement or custom sizing, you may contact Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

Office and safety signs do not use this approval process. For information regarding office and safety signs contact Donna Hillman/ Creative Sign Solutions, 901.386.3865 or donnhillma@aol.com.

FedEx Office has a separate approval process. For information regarding FedEx Office Signing Guidelines contact Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

Need for Signs

(New or Existing Facility)

Type of facility.
GSP, Direct Serve, Hubs
World Service Center (WSC)
International, Ground Facilities,
Freight Facilities, Other Operating
Company facilities

Process

FedEx GBM Aided Design

Uses graphic designers to review situations and provide compliant signs.

e-mail: tgholston@tomjon.net

Approval

A compliant sign layout will be e-mailed within 2-3 days of receiving all information.
(See Helpful Information)

Procurement

Once the FedEx facility has agreed to the layout the order procedure may begin.

An e-mail containing the approved layout will be e-mailed to the requestor and the appropriate vendor.
The ordering process should be conducted between the requestor and the FedEx Approved Vendor, Calaway Systems.

Helpful Information- the following items further aid in expediting the approval process and providing an accurate layout.

- Type and location of facility.
- Indicate if signs requesting are new or replacement signs.
- Style numbers of signs requested, if known.
- Photos of the facility, including entrance and main counter. (if applicable)
- Measurements of proposed placement or measurements of doors and windows for proper scale.

Sign Procurement Contacts

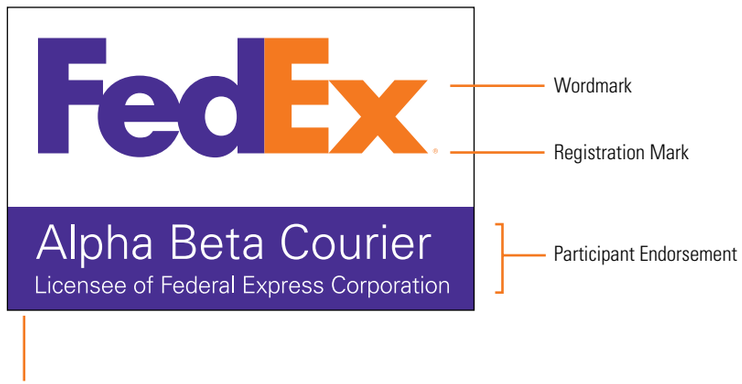
Express, Express GSP Custom Critical Trade Networks Supply Chain Services National LTL	Tom Gholston 770.218.8019 tgholston@tomjon.net
Ground, Home Delivery SmartPost	Chris Holzer 412.859.5757 christopher.holzer@fedex.com
Freight	Vicki Bishop 870.741.9000 ext 4608 vicki.bishop@fedex.com

FedEx Global Service Participants

terms
signatures
registration
menus
scenarios

Global Service Participants (GSP)

Global Service Participants require additional standards to meet their specific needs. Sign verbiage, placement and registration all have exceptions when placed in GSP facilities. In some circumstances, cultural issues or country laws may require custom solutions. Approval for theses cases must be obtained from FedEx Global Brand Management before proceeding with orders. For further information refer to page 12 or contact Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.



Specifications- E110EC, exterior cabinet sign.
- Cabinet is manufactured locally to code.
- 3M vinyl, acquired from Calaway Systems.

Wordmark
Signs for FedEx Express GSP must use the prepared Preferred Sign Signature.

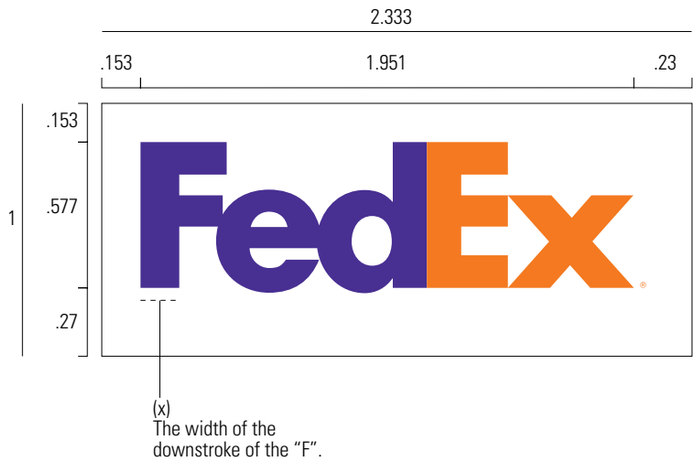
Registration Marks
A registration mark measuring 9.5mm high should be used with signs. Registration marks vary between countries. Use the following pages to choose the correct registration.

Participant Endorsement
The Participant Endorsement must be on the exterior sign of the facility. See GSP scenarios if circumstances prevent exterior signing.

Sign Specifications
Sign cabinets should be manufactured locally to code. This will eliminate shipping costs and ease installation.
For greater compliance and protection of the FedEx brand, FedEx GBM requires that all vinyl for sign faces be acquired from Calaway Systems.

Express Sign Signature

Signs for FedEx Express must use the prepared Preferred Sign Signature. Artwork for Signs and Print are not interchangeable.



Note that FedEx Express does not have an alternate layout. The Express descriptor is not used with signs, a secondary layout is not needed.

IFor a list of countries and appropriate registration marks, refer to the following pages,

GSP Registration

The registration mark is a legal element of the logo. Review the following pages to determine registration for Fedex Express in specific countries. For further assistance regarding registration contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

Preferred Signature

A registration mark measuring 9.5mm high should be placed half the distance (4.76mm) below the baseline of the “x” and aligned with the right edge of the “x”.

Channel letters

A registration mark measuring 9.5mm should be placed at half of its diameter above the baseline of the “x, and half of its diameter to the left of the edge of the “x”.

The World On Time

Marque Déposée

Tag Line

A registration mark measuring 9.5mm high should be placed half the distance (4.76mm) below the baseline and aligned with the right edge of the “e”.

Registration

The following pages lists countries with the appropriate registration mark for the FedEx wordmark and *"The World On Time"* tagline.
If a country is not listed or if you have further questions regarding registration or registration placement contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

• = The same registration mark for FedEx and TWOT

TWOT= *"The World On Time"* tagline

Country	Element	Registration
Albania	FedEx	Registered Trademark
Algeria	•	Registered Trademark
Andorra	FedEx	TM
	TWOT	Registered Trademark
Angola	FedEx	Registered Trademark
Anguilla	FedEx	Registered Trademark
	TWOT	TM
Antigua & Barbuda	FedEx	Registered Trademark
	TWOT	TM
Argentina	•	Marca Registrada
Armenia	TWOT	TM
Australia	•	Registered Trademark
Austria	•	®
Azerbaijan	TWOT	Registered Trademark
Bahamas	•	Registered Trademark
Bahrain	•	Registered Trademark
Bangladesh	FedEx	Registered
	TWOT	TM
Barbados	FedEx	Registered Trademark
	TWOT	TM
Belarus	•	TM
Belgium, Netherlands, Luxembourg	•	®
Belize	TWOT	TM
Benin	•	Marque Déposée
Bermuda	TWOT	TM
Bhutan	TWOT	TM
Bolivia	•	Marca Registrada

Country	Element	Registration
Bosnia- Hercegovina	TWOT	TM
Botswana	FedEx	Registered Trademark
	TWOT	TM
Brazil	•	Marca Registrada
Brunei	•	Registered Trademark
Bulgaria	•	Registered Trademark
Burkina Faso	•	Marque Déposée
Burundi	•	Marque Déposée
Cambodia	FedEx	Registered Trademark
	TWOT	Registered Trademark
Cameroon	•	Marque Déposée
Cayman Islands	FedEx	Registered Trademark
	TWOT	TM
Central Africa Rep.	•	Marque Déposée
Chad	•	Marque Déposée
Chile	•	®
China	•	® (Chinese)
Columbia	•	Marca Registrada
Congo	FedEx	TM
Costa Rica	•	®
Croatia	•	Registered Trademark
Cyprus	•	Registered Trademark
Czech Republic	•	OCHR-ZN
Denmark	•	®
Djibouti	•	Marque Déposée
Dominica	FedEx	Registered Trademark
Dominican Republic	•	M.R.
Ecuador		®

Registration

If a country is not listed or if you have further questions regarding registration or registration placement contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

• = The same registration mark for FedEx and TWOT

TWOT= "*The World On Time*" tagline

Country	Element	Registration
Egypt	FedEx	Registered Trademark
	TWOT	TM
El Salvador	•	®
Estonia	•	Registered Trademark
Ethiopia	•	Registered Trademark
European Community	•	TM
Fiji	FedEx	Registered Trademark
	TWOT	TM
Finland	•	®
France	•	Marque Déposée
Gabon	•	Marque Déposée
Gambia	•	TM
Gaza District	TWOT	Registered Trademark
Georgia	FedEx	Registered Trademark
	TWOT	Registered Trademark
Germany	•	Eingetragene Warenzeichen
Ghana	•	TM
Gibraltar	FedEx	Registered Trademark
Greece	•	Reg. Trademark (Greek)
Grenada	FedEx	Registered Trademark
Guam	FedEx	®
Guatemala	FedEx	®
	TWOT	TM
Guernsey	FedEx	Registered Trademark
Guinea	•	Marque Déposée
Guinea Bissau	•	Marque Déposée
Guyana	FedEx	Registered Trademark
	TWOT	TM
Haiti	FedEx	Marque Déposée (Haitian)

Country	Element	Registration
Honduras	•	®
Hong Kong	•	Registered Trademark
Hungary	•	®
Iceland	•	Skrasett Vörumerki
India	FedEx	Registered Trademark
	TWOT	TM
Indonesia	FedEx	Wettig Gedeponeerd
	TWOT	TM
Iran	•	Reg. Trademark (Persian)
Ireland	•	Registered Trademark
Israel	•	Registered Trademark
Italy	•	®
Ivory Coast	•	Marque Déposée
Jamaica	•	Registered Trademark
Japan	•	Reg. Trademark (Japanese)
Jersey	FedEx	Registered (Jersey)
Jordan	•	Registered Trademark
Kazakhstan	TWOT	Registered Trademark
Kenya	FedEx	Registered Trademark
	TWOT	Registered Trademark
Kiribati	FedEx	Registered Trademark
Korea (South)	•	Registered Trademark
Kuwait	FedEx	Registered Trademark
	TWOT	TM
Kyrgystan	TWOT	Registered Trademark
Laos	TWOT	Registered Trademark
Latvia	•	Registered Trademark
Lebanon	FedEx	Marque Déposée
	TWOT	TM

Registration

If a country is not listed or if you have further questions regarding registration or registration placement contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

• = The same registration mark for FedEx and TWOT

TWOT= "*The World On Time*" tagline

Country	Element	Registration
Lesotho	•	TM
Liberia	FedEx	Registered Trademark
Liechtenstein	•	Eingetragene Marke
Lithuania	•	Registered Trademark
Macau	FedEx	TM
	TWOT	Registered Trademark
Macedonia	FedEx	Registered Trademark
Malawi	FedEx	Registered Trademark
	TWOT	Registered Trademark
Malaysia	•	Registered Trademark
Maldive Islands	FedEx	TM
Mali	•	Marque Déposée
Malta	FedEx	Registered Trademark
	TWOT	TM
Mauritania	•	Marque Déposée
Mauritius	FedEx	Registered Trademark
Mexico	•	®
Moldova	TWOT	Registered Trademark
Monaco	•	Marque Déposée
Mongolia	FedEx	Registered Trademark
Montserrat	FedEx	Registered Trademark
Morocco	•	Marque Déposée
Mozambique	•	TM
Namibia	FedEx	Registered Trademark
	TWOT	TM
Nepal	•	Registered Trademark
Netherlands Antilles	•	Wettig Gedeponeerd
New Zealand	•	Registered Trademark
Nicaragua	FedEx	®

Country	Element	Registration
Niger	•	Marque Déposée
Nigeria	FedEx	Registered Trademark
	TWOT	Registered Trademark
Norway	•	®
Oman	•	TM
Pakistan	FedEx	Registered Trademark
	TWOT	TM
Panama	FedEx	Marca Registrada
	TWOT	Marca Registrada
Papua New Guinea	FedEx	Registered Trademark
Paraguay	•	Marca Registrada
Peru	•	M.R.
Philippines	FedEx	Reg. Phil. Pat. Off.
	TWOT	TM
Poland	•	®
Portugal	•	M.R.
Puerto Rico	FedEx	Registered Trademark
	TWOT	TM
Qatar	FedEx	Registered Trademark
	TWOT	TM
Romania	•	Reg. Trademark (Romanian)
Russian Federation	•	Registered Trademark
Rwanda	FedEx	Marque Déposée
St. Helena	FedEx	Registered Trademark
St. Kitts	FedEx	Registered Trademark
St. Lucia	FedEx	Registered Trademark
St. Vincent	FedEx	Registered Trademark
San Marino	FedEx	Registered Trademark
Saudi Arabia	•	Registered Trademark

Registration

If a country is not listed or if you have further questions regarding registration or registration placement contact: Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

• = The same registration mark for FedEx and TWOT

TWOT= *"The World On Time"* tagline

Country	Element	Registration
Senegal	•	Marque Déposée
Seychelles	•	Registered Trademark
Sierra Leone	FedEx	Registered Trademark
	TWOT	TM
Singapore	•	Registered Trademark
Slovenia	FedEx	TM
Solomon Islands	FedEx	TM
Somalia	FedEx	TM
South Africa	•	Registered Trademark
Spain	•	Marca Registrada
Sri Lanka	FedEx	Registered Trademark
	TWOT	TM
Sudan	FedEx	Registered Trademark
	TWOT	Registered Trademark
Suriname	•	Wettig Gedeponeerd
Swaziland	FedEx	Registered Trademark
	TWOT	TM
Sweden	•	®
Switzerland	•	Marque Déposée or Marca Depositata
Syria	•	TM
Taiwan	•	Reg. Trademark (Chinese)
Tanzania	•	Registered Trademark
Thailand	FedEx	Registered Trademark
	TWOT	TM
Togo	•	Marque Déposée
Tonga	•	Registered Trademark
Trinidad & Tobago	•	Registered Trademark
Tunisia	•	Marque Déposée

Country	Element	Registration
Turkey	•	Reg. Trademark (Turkish) or Marque Déposée
Turkmenistan	TWOT	TM
Turks & Caicos	•	Registered Trademark
Tuvalu	FedEx	Registered Trademark
Uganda	•	Registered Trademark
Ukraine	FedEx	Registered Trademark
	TWOT	TM
United Arab Emirates	FedEx	Registered Trademark
	TWOT	TM
United Kingdom	•	Registered Trademark
United States	•	®
Uruguay	•	Marca Registrada
Uzbekistan	TWOT	TM
Vanuatu	FedEx	Registered Trademark
Venezuela	FedEx	Marca Registrada
	TWOT	TM
Vietnam	•	Registered Trademark
Virgin Islands (U.S.)	FedEx	®
West Bank	TWOT	TM
Yemen (Southern)	•	Registered Trademark
Yugoslavia	FedEx	Registered Trademark (official language)
Zambia	•	Registered Trademark
Zimbabwe	•	Registered Trademark

GSP Exterior Sign Menu

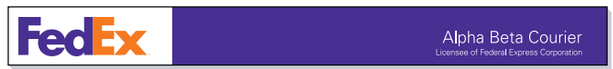
The FedEx Sign Program features standard signs that meet the requirements of most facilities. Special circumstances may call for custom solutions. In these cases, approval from FedEx GBM must be obtained. Refer to page 12 for the approval process.

Signs must use the correct manufacturing specifications, vinyl, artwork and placement to be considered compliant. For assistance refer to the appropriate pages in this manual or contact Kevin Reasons / FedEx Global Brand Management, 901.434.5211 or kbreasons@fedex.com.

For ordering assistance contact Tom Gholston 770.218.8019 or tgholston@tomjon.net.

Cabinet Signs

All measurements are for Visual Opening.
C= Participant Endorsement



E100EC (Preferred)
21"h x 216"w
(533mm x 5486mm)
Illuminated

E101EC (Alternate)
18"h x 144"w
(452mm x 3657mm)
Illuminated

E110EC (Alternate)
37"h x 57"w
(940mm x 1448mm)
Illuminated

(Preferred) All E120s Are Illuminated.

E120E 21"h x 49"w
(533mm x 1244mm)
E121E 36"h x 85"w
(914mm x 2159mm)

E122E 42"h x 98"w
(1067mm x 2489mm)
E123E 60"h x 140"w
(1524mm x 3556mm)

E140EC (Alternate)
32"h x 49"w
(813mm x 1244mm)
Illuminated, Double Sided

Channel Letters

(Alternate) Channel Letters, "FedEx"- Illuminated

E500E 24"h x 81"w
(609mm x 2057mm)
E501E 36"h x 122"w
(914mm x 3099mm)

E502E 54"h x 183"w
(1372mm x 4648mm)

Dual Color film allows "Fed" to appear Purple during the day and White at night.

(Alternate) Channel Letters, "FedEx"- Illuminated/Dual Color

E510E 60"h x 203"w
(1524mm x 5156mm)
E511E 72"h x 243"w
(1830mm x 6172mm)
E512E 96"h x 324"w
(2438mm x 8230mm)

E513E 120"h x 406"w
(3048mm x 10312mm)
E514E 144"h x 487"w
(3657mm x 12370mm)

E520E (Alternate)
No Size Standard.
White and Orange Channel Letters
Use on Dark Backgrounds

Directional Signs

D410E
24"h x 48"w at 60" OAH
(609mm x 1219mm at 1524mm OAH)
D411E
36"h x 60"w at 72" OAH
(914mm x 1524mm at 1830mm OAH)

D430E (Customer Parking)
D431E (Employee Parking)
D432E (Custom Message)
24"h x 21"w (609mm x 533mm)
Post Available Upon Request.
Single Face Only.

GSP Vinyl and Interior Sign Menu

For ordering assistance contact Tom Gholston 770.218.8019 or tgholston@tomjon.net.

Vinyl Signs

S= Second Surface Applied to Inside of Glass.
Used When Vandalism or Codes Require.

V800EC or V800ECS
16"h x 11"w
(406mm x 279mm)
Hours of Operation

V801EC or V801ECS
10"h x 11"w
(254mm x 279mm)
Local Information

FedEx

V802E or V802ES
5"h x 17"w, (127mm x 432mm)
White, Apply to Glass Doors

FedEx

V803E
8"h x 19"w, (203mm x 483mm)
Apply to Wood or Metal Doors

Division Copy
Division Address

V805- Copy is an Example
Divisional Copy is 1.8"h (46mm)
Address Copy is 1.2"h (30mm)
White, Apply to Glass Doors

The World On Time

V804 or V804S
4" Letter ht. x 46"w
(100mm x 1168mm), White
V806 or V806S
6" Letter ht. x 69"w
(152mm x 1753mm), White

The World On Time • The World On Time •

V807 or V807S
1" Letter ht. x 120"w
(25mm x 3048mm), White

Paris • London • New York • Hong Kong •

V808 or V808S
1" Letter ht. x 90"w
(25mm x 2286mm), White

Back Wall Signs

All measurements are for Visual Opening.
C= Participant Endorsement

FedEx Alpha Beta Courier
Licensee of Federal Express Corporation

W310EC (Alternate)
13"h x 96"w
(330mm x 2438mm)

W311EC (Alternate)
16"h x 116"w
(406mm x 2946mm)

FedEx

W320E (Alternate)
30"h x 72"w
(762mm x 1830mm)

FedEx
Alpha Beta Courier
Licensee of Federal Express Corporation

W330EC (Alternate)
32"h x 49"w
(813mm x 1244mm)

Administrative/Reception Area Signs

FedEx

Wordmark Only (Preferred)
F200E Dimensional, Simulated Brass 14"h x 47"w (356mm x 1194mm)
F201E Dimensional, Simulated Brass 21"h x 71"w (533mm x 1803mm)

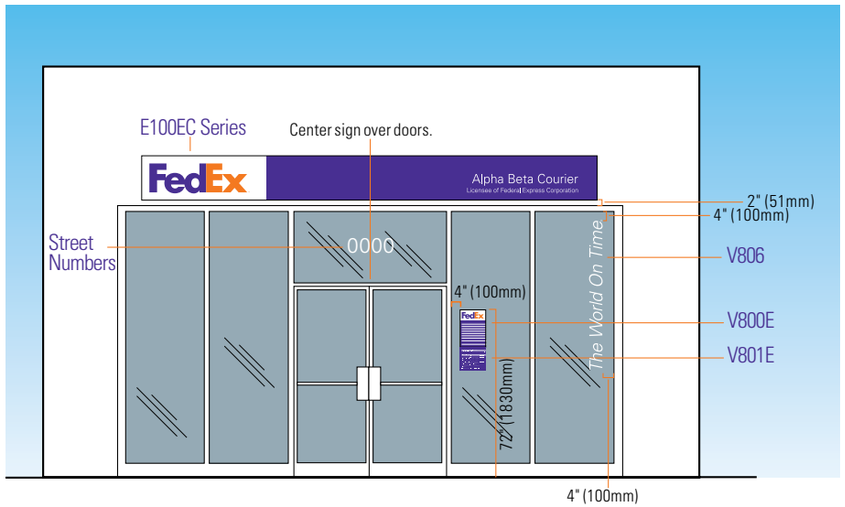
F210E Dimensional, Simulated Chrome 14"h x 47"w (356mm x 1194mm)
F211E Dimensional, Simulated Chrome 21"h x 71"w (533mm x 1803mm)

F220E Dimensional, Corporate Colors 14"h x 47"w (356mm x 1194mm)
F221E Dimensional, Corporate Colors 21"h x 71"w (533mm x 1803mm)

GSP Exterior Sign Scenarios

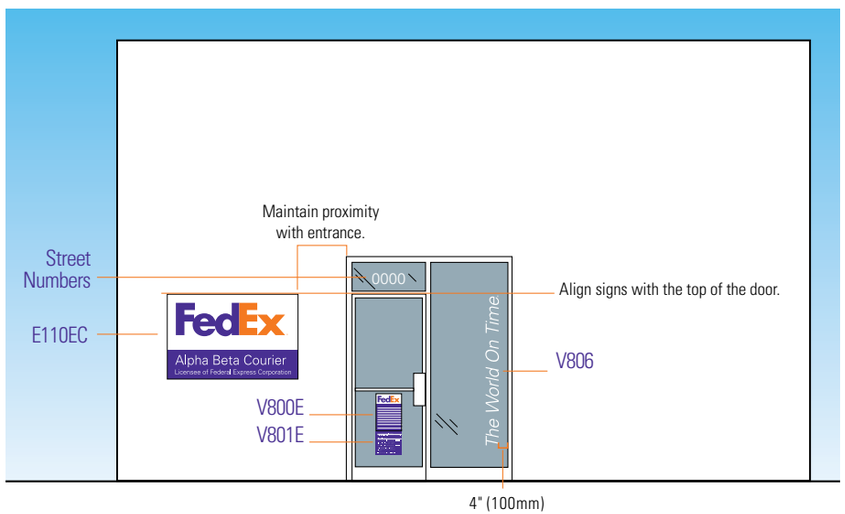
The following scenarios will assist in your sign selection. Refer to the sign menus for sign dimensions when ordering.

Landlord restrictions or local/city codes may require special sign layouts.



Preferred Scenario GSP

The Participant endorsement must be on the exterior of the building.

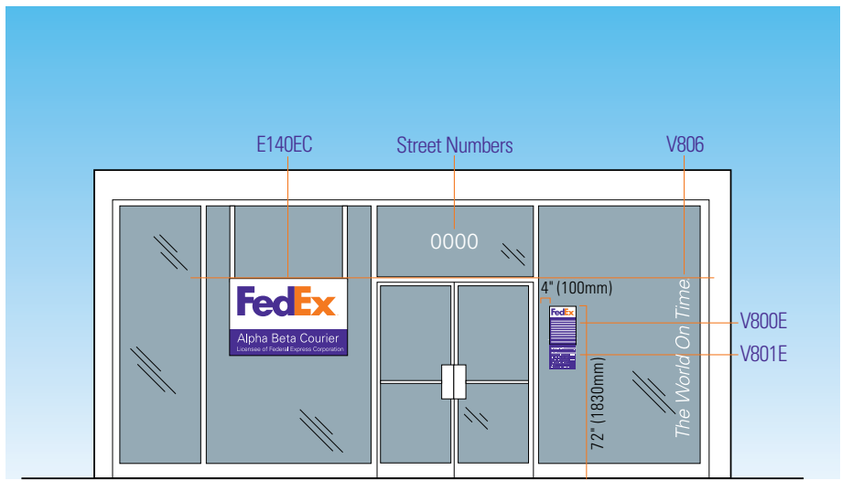


Alternate Scenario GSP

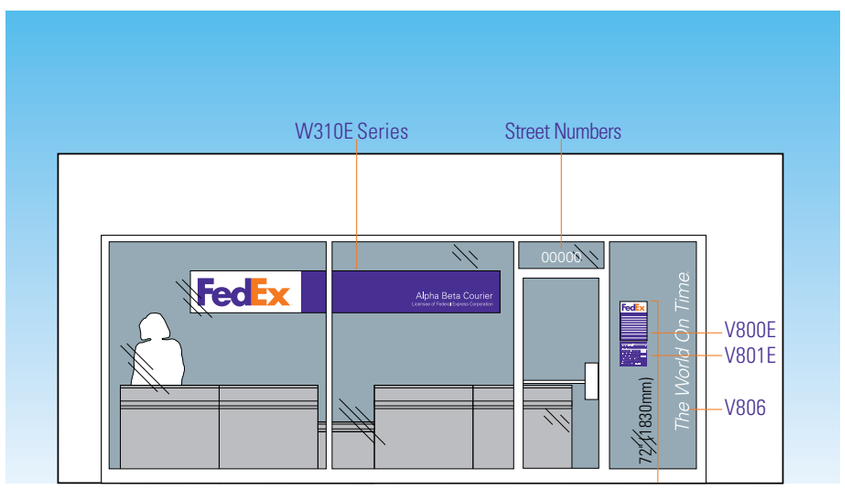
GSP Exterior Sign Scenarios

The following scenarios will assist in your sign selection. Refer to the sign menus for sign dimensions when ordering.

Landlord restrictions or local/city codes may require special sign layouts.



Alternate Scenario GSP



Alternate Scenario GSP

If circumstances prevent the Participant Endorsement from being used on the exterior of the facility then it must be included on the primary interior sign.